LEO BURNETT U.S.A.
Ad No. 4962--SHOSHONE SLICKER--Lights--JL--Req. No. 71301--Page--4/C--Bleed--(8⅝ x 11⅛ inches)--National (Letterpress) Magazines, 1981 (A)
Printed in U.S.A.

Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

Also available in King Size Flip-Top box.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Lights & Lights 100's: 12 mg "tar", 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.

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